



Building a practice with HNW clients

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IMAP Conference

Building a Practice with HNW Clients

June 2022

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Targeting the HNW market

Opportunity

- Largest pool of financial assets in Australia outside of the Industry Fund sector
- \$1.4trn across 284,000 HNW individuals and Family Offices ([Family Office and High Net Worth | Rainmaker Information](#))
- Higher advice revenue opportunity per client vs retail clients
- Much of this client segment is non-advised

Considerations

- HNW / Family Office clients have particular needs:
 - Often multiple structures SMSFs, Family Trusts, Corporate entities, PAFs, etc
 - Require more intensive servicing / consolidated reporting
 - May have similar compliance requirements to retail clients
 - Want access to investment solutions not available to retail clients – less liquid solutions
 - Role for managed accounts but retail SMAs probably insufficient as total solution
 - Advisors more likely to need assistance targeting the HNW market

JANA can assist advisors to target the HNW market

How can JANA assist ?

- Partnering with an advice practice to assist them build their business esp. with HNW clients
- Enhancing an advisor's investment proposition – capital market and manager research
- Membership of / or advice to an advisor's investment committee
- Tailored reporting for a more sophisticated client base e.g. Sustainability / Carbon intensity
- Access to wholesale only product research & strategies – direct infrastructure & property and Private Equity Deal flow
- Wholesale managed account strategies & model portfolios – potentially incorporating existing retail SMA as a core holding

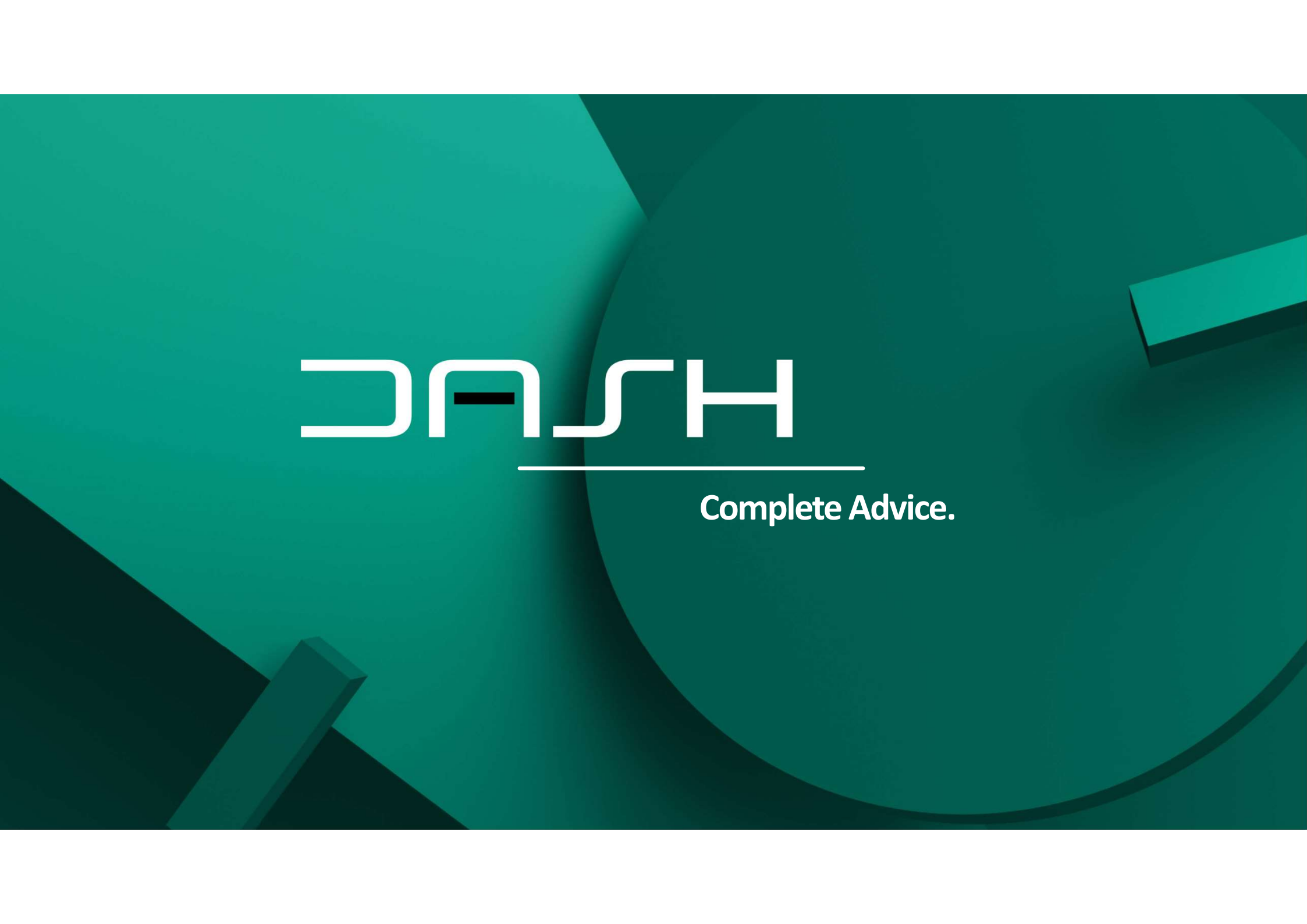


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Technology risks and strategy for advice practices

—

Peter Panigiris, DASH

The background is a solid teal color with several large, overlapping geometric shapes. On the left, there's a large circle. On the right, there's a large circle and a rectangular bar. In the bottom left, there's a rectangular bar. The shapes are in different shades of teal, creating a layered effect.

DASH

Complete Advice.

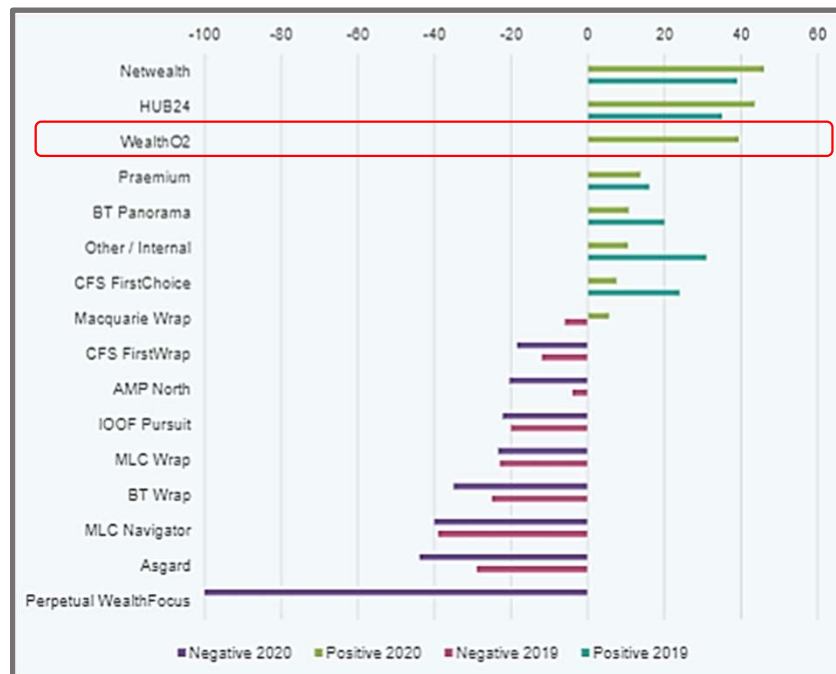


Agenda

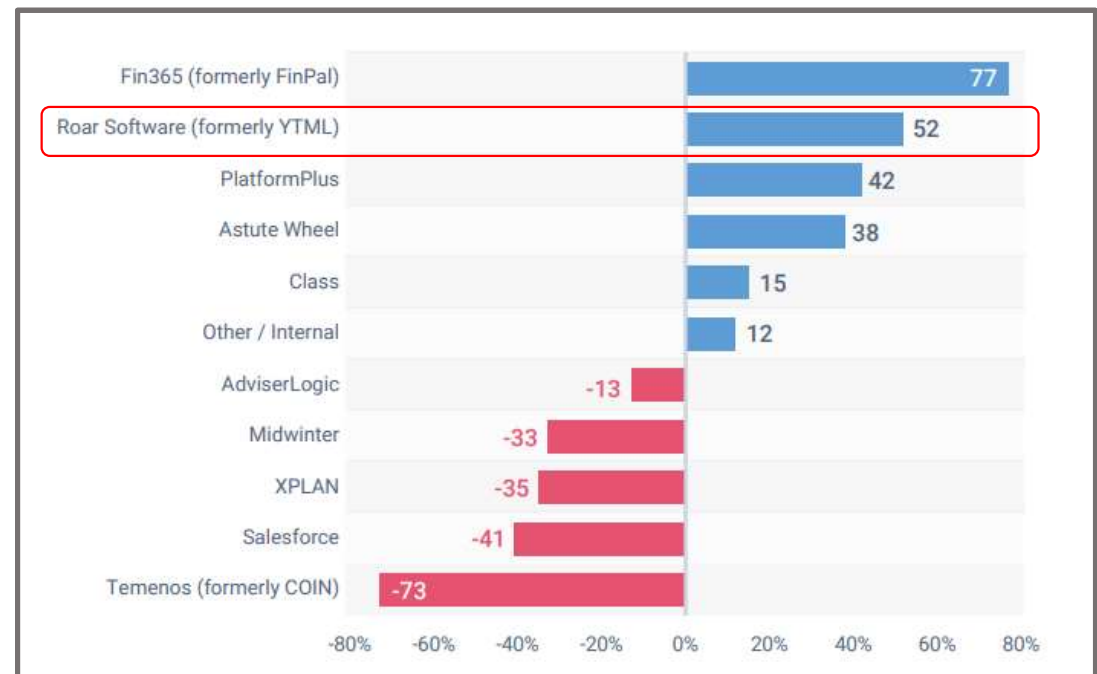
1. Who is Dash
2. Role of advice technology in costs to serve
3. How should technology assist
4. Hidden costs in advice practices
5. The holy grail

About Dash

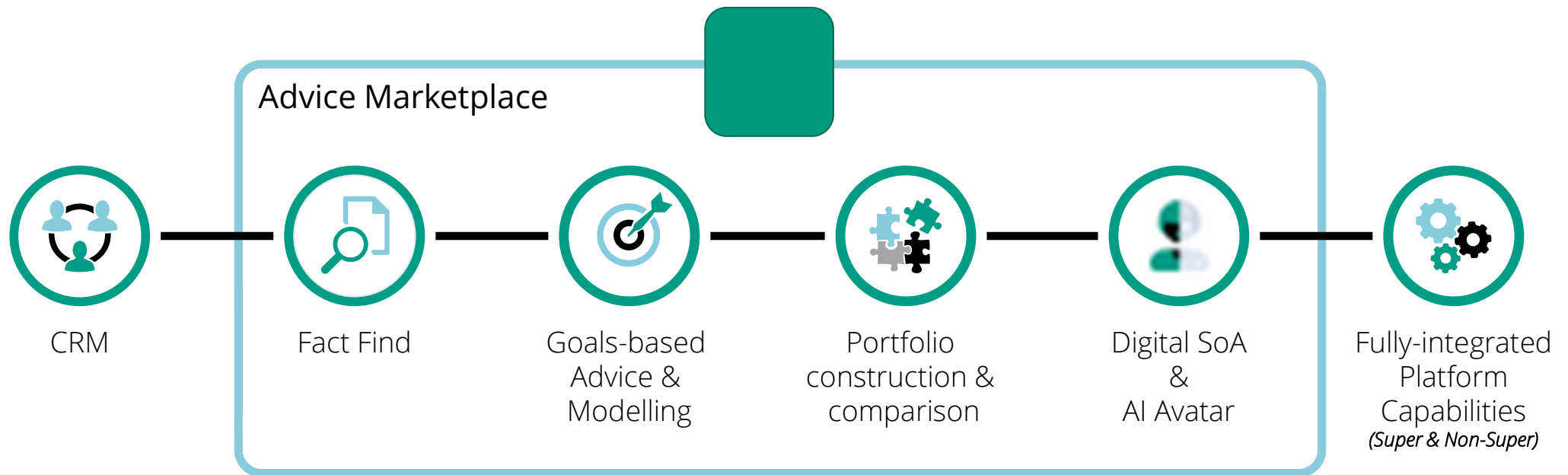
Net Promoter Score
Platforms



Net Promoter Score
Software



Providing end-to-end wealth management solutions

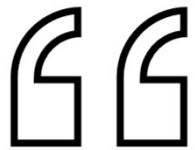


The background is a solid teal color with several 3D cubes of varying sizes and orientations scattered across it. The cubes are rendered with a gradient, giving them a three-dimensional appearance. The text is positioned on the left side of the image.

**What role does technology
play in relationship to cost to
serve?**

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Cost to serve



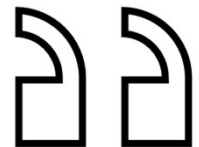
the average cost of providing comprehensive financial planning advice is

\$5,335 a client

vastly exceeding the average cost a client is

charged, \$3,660...

...reigniting calls for **red tape** to be stripped from the troubled sector



Cost to serve - IRESS

113

Number of
Australian advice
practices surveyed.

10+

Average years
of tenure.

6.8 FTEs*

Average
practice size.

\$12.9k^

Average technology
spend per FTE.

\$83.4m

Average funds
under management
per adviser.

2-3

Average number
of technology
platforms to
produce advice
documents.

13%

Percentage
of firms using
4+ technology
platforms to
produce SOA/ROA.

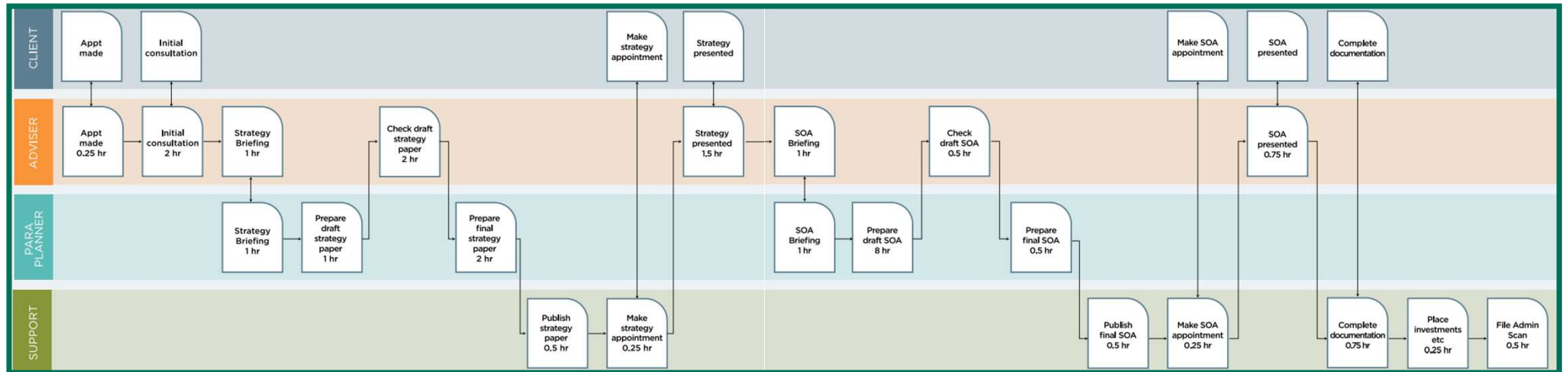
8.1 hours

Average time to
produce a simple
statement of
advice for a
new client.

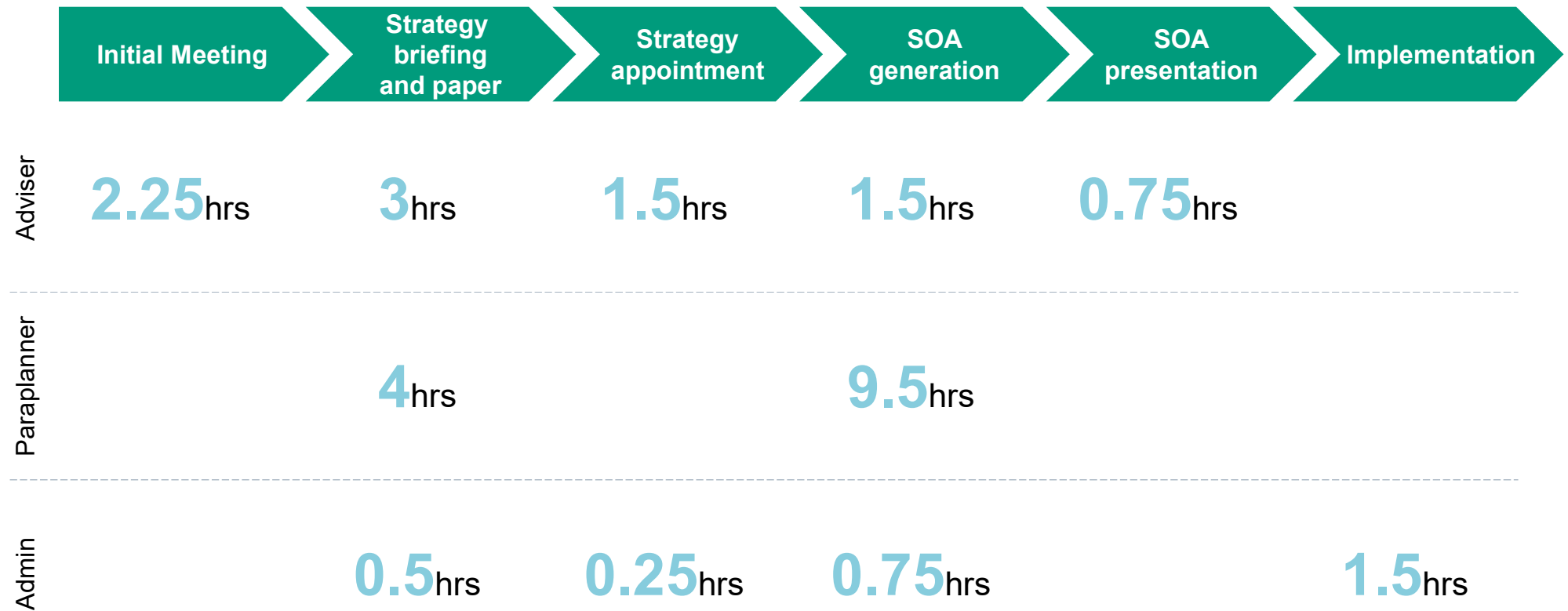
14.6 hours

Average time to
produce a complex
statement of
advice for a
new client.

Comprehensive Financial Advice Process



Comprehensive Financial Advice Process



Major costs in the advice process



Fact Find



Modelling



SOA
generation



SOA
Presentation



Advice
Implementation



adviser

\$274ph



paraplanner

\$182ph



support staff

\$137ph

Comprehensive Financial Advice Process



How should technology assist?

1. Integrated front office

2. Modelling optimiser
vs.
Trial & Error

3. Templates that actually work

4. Digital statement of advice
(including version control)

5. Integrated platform

Comprehensive Financial Advice Process

	Initial Meeting	Strategy briefing and paper	Strategy appointment	SOA generation	SOA presentation	Implementation
Adviser	\$615 \$342	\$821 \$479	\$410 \$274	\$410 \$274	\$205 \$205	
Paraplanner		\$729 \$274		\$1,732 \$866		
Admin		\$69 \$34	\$34 \$34	\$103 \$69		\$206 \$69
				\$5,335	\$2,918	

\$3,660



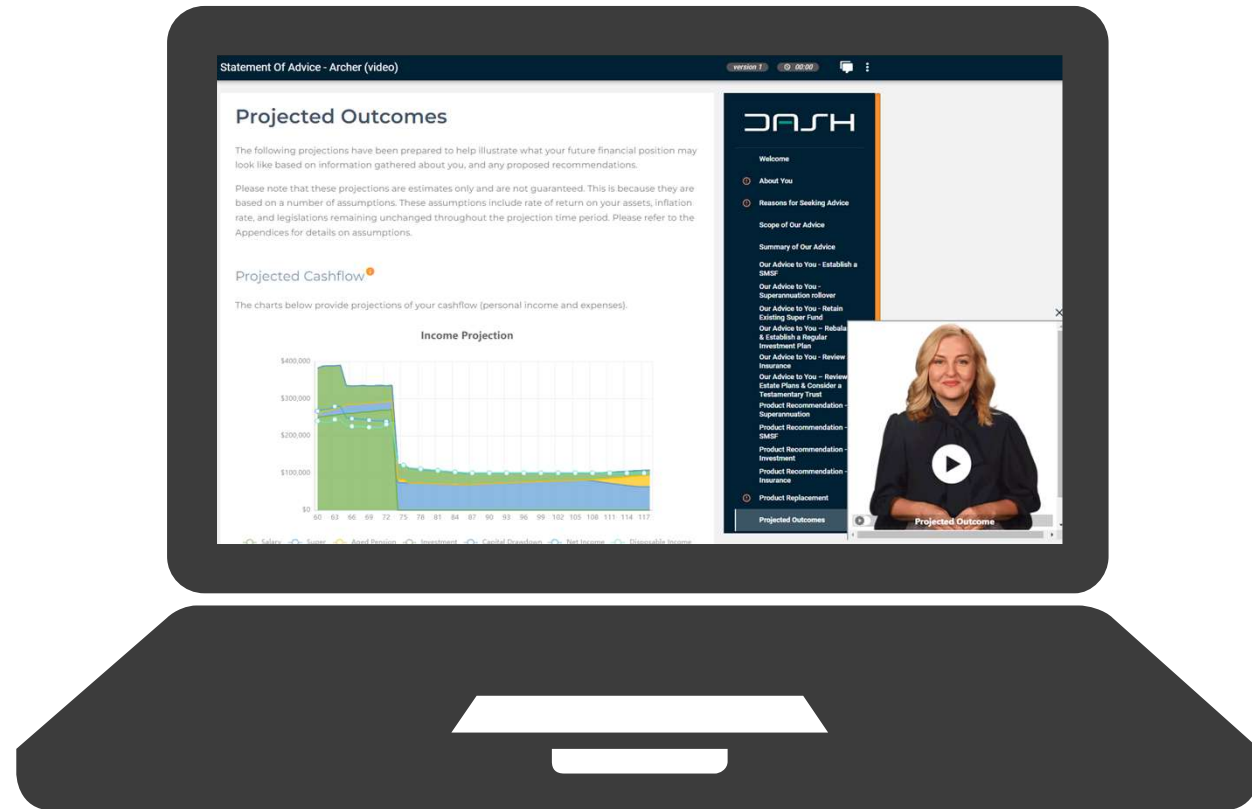
\$2,918

The background is a solid teal color with several 3D cubes of varying sizes and orientations scattered across it. The cubes are rendered with a gradient, showing lighter teal on the top and darker teal on the sides and bottom, giving them a three-dimensional appearance. They are positioned at different depths, creating a sense of space.

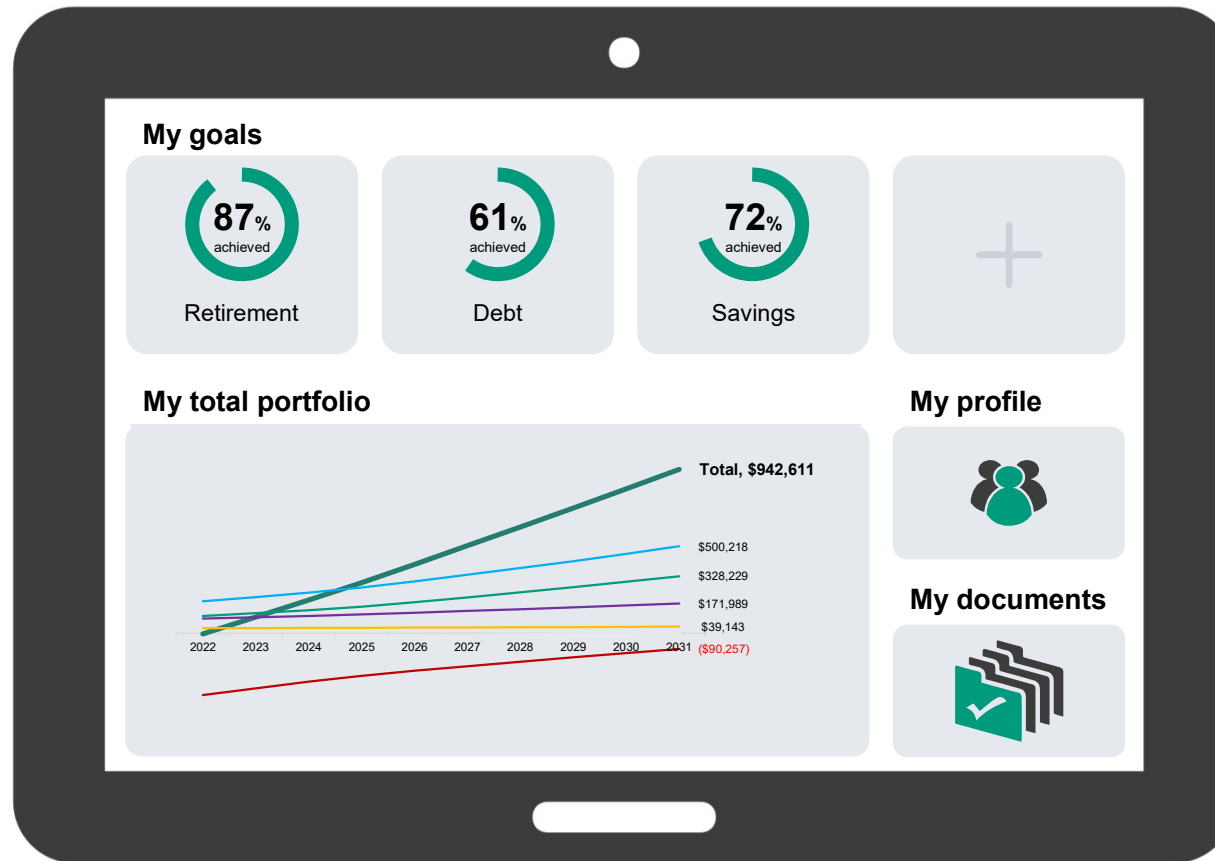
Hidden Costs in advice practices

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Scalable Advice Delivery



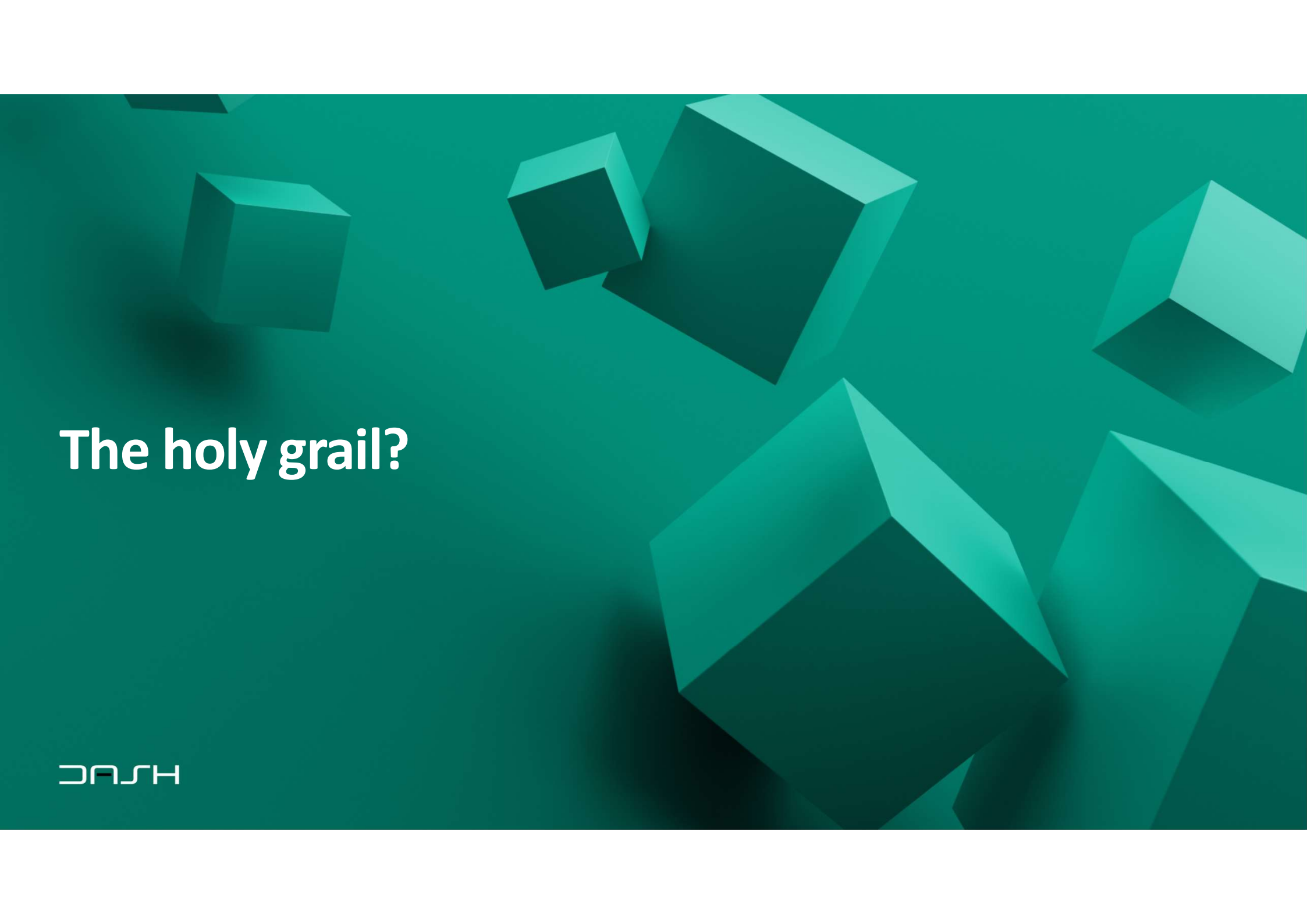




Platform
Solutions

Software
Solutions

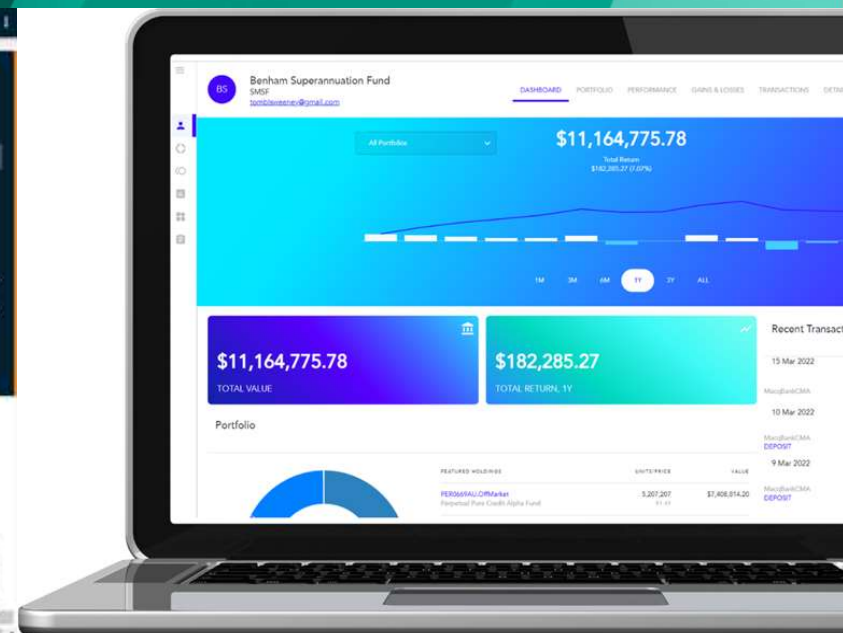
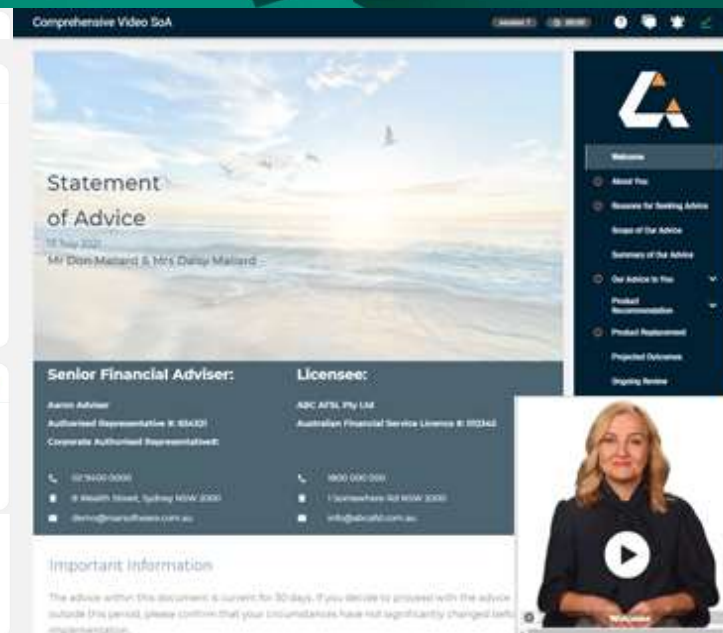
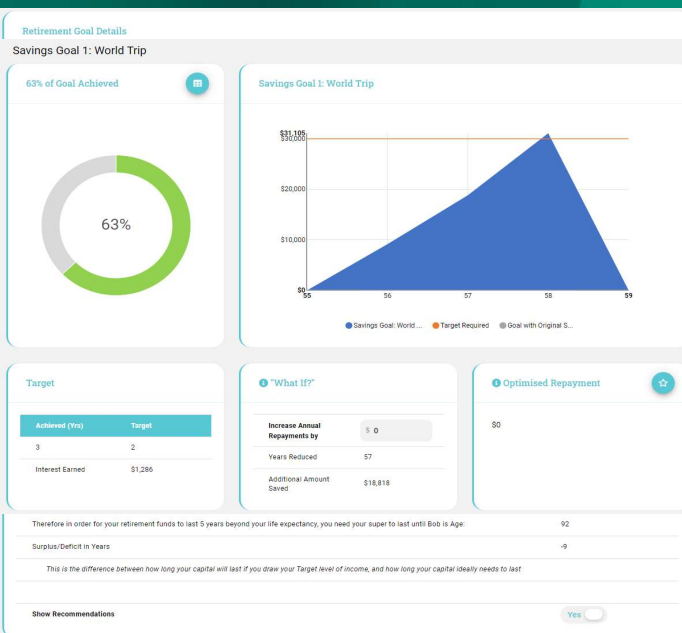
**Client Portal to track whole of client wealth
against goals**

The background is a solid teal color. Scattered across the surface are several 3D cubes of varying sizes. The cubes are rendered with a gradient of teal, from a lighter shade on the top surfaces to a darker shade on the bottom and side surfaces, giving them a three-dimensional appearance. They are positioned at different angles, some facing the viewer and others turned away.

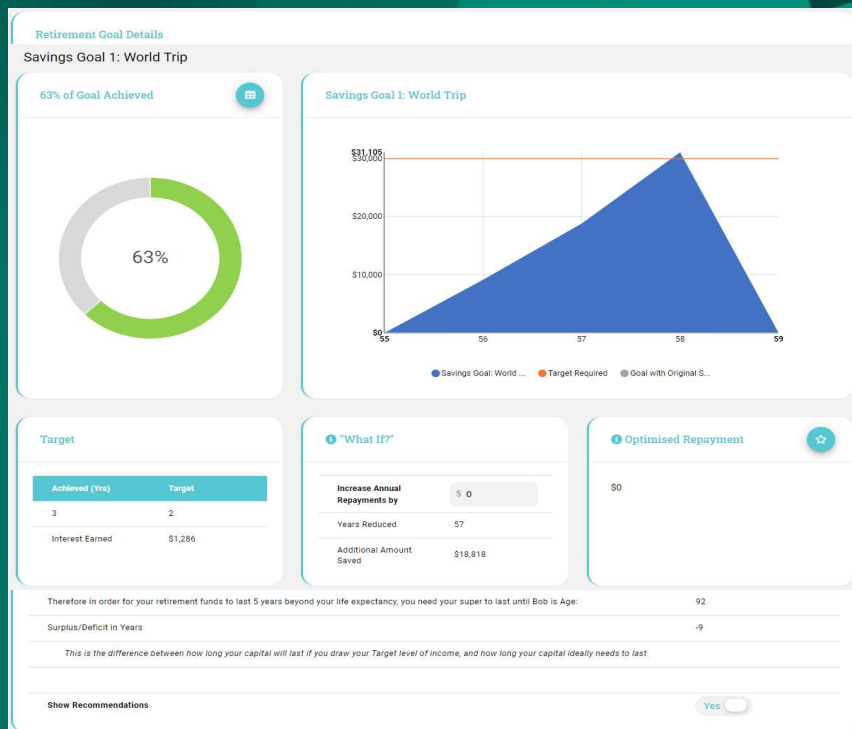
The holy grail?

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Holy Grail Use Case One - outsourcers



Holy Grail Use Case Two – salt and pepper



Comprehensive Video SoA

Statement of Advice

18 July 2021

Mr Don Matland & Mrs Daisy Matland

Senior Financial Adviser:

Simon Ashwin
Authorised Representative #: 854281
Corporate Authorised Representative:

Licensee:

APC AFSL Pty Ltd
Australian Financial Service Licence #: 003342

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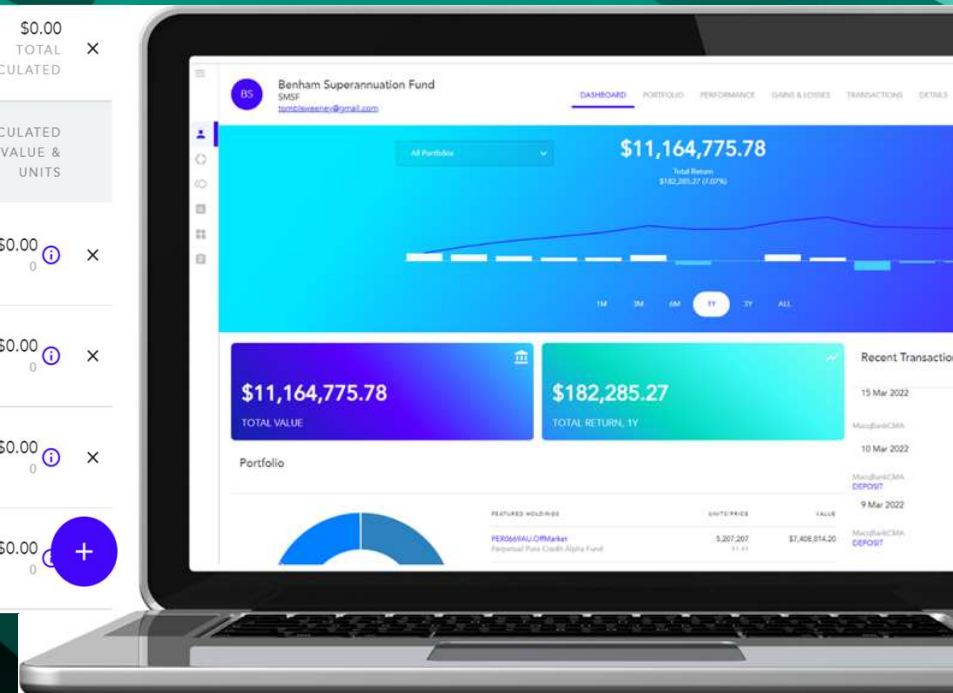
The advice within this document is current for 30 days. If you decide to proceed with the advice outside this period, please confirm that your circumstances have not significantly changed (self implementation).



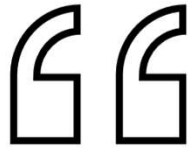
Holy Grail Use Case Two – salt and pepper

Australian Shares 6 ▼ 3 ▲

NAME	UNITS & PRICE	BUY/SELL	METHOD	AMOUNT	CURRENT	TARGET	PROPOSED	CALCULATED VALUE & UNITS	
ALX.ASX Atlas Arteria Limited	14,764 @ \$8.15	Buy Sell All	\$ % #	0	4.03% \$120,326.60	3.96% \$118,257.71	4.03% \$120,326.60	\$0.00 0	×
BHP.ASX BHP Group Limited	2,668 @ \$46.22	Buy Sell All	\$ % #	0	4.13% \$123,314.96	4.07% \$121,400.54	4.13% \$123,314.96	\$0.00 0	×
BPT.ASX Beach Energy Limited	70,271 @ \$1.86	Buy Sell All	\$ % #	0	4.39% \$131,055.42	4.41% \$131,643.83	4.39% \$131,055.42	\$0.00 0	×
IPL.ASX Incitec Pivot	29,066 @ \$3.40	Buy Sell All	\$ % #	0	3.31% \$98,824.40	3.24% \$96,816.20	3.31% \$98,824.40	\$0.00 0	+

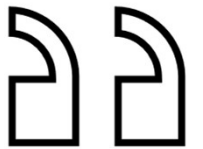


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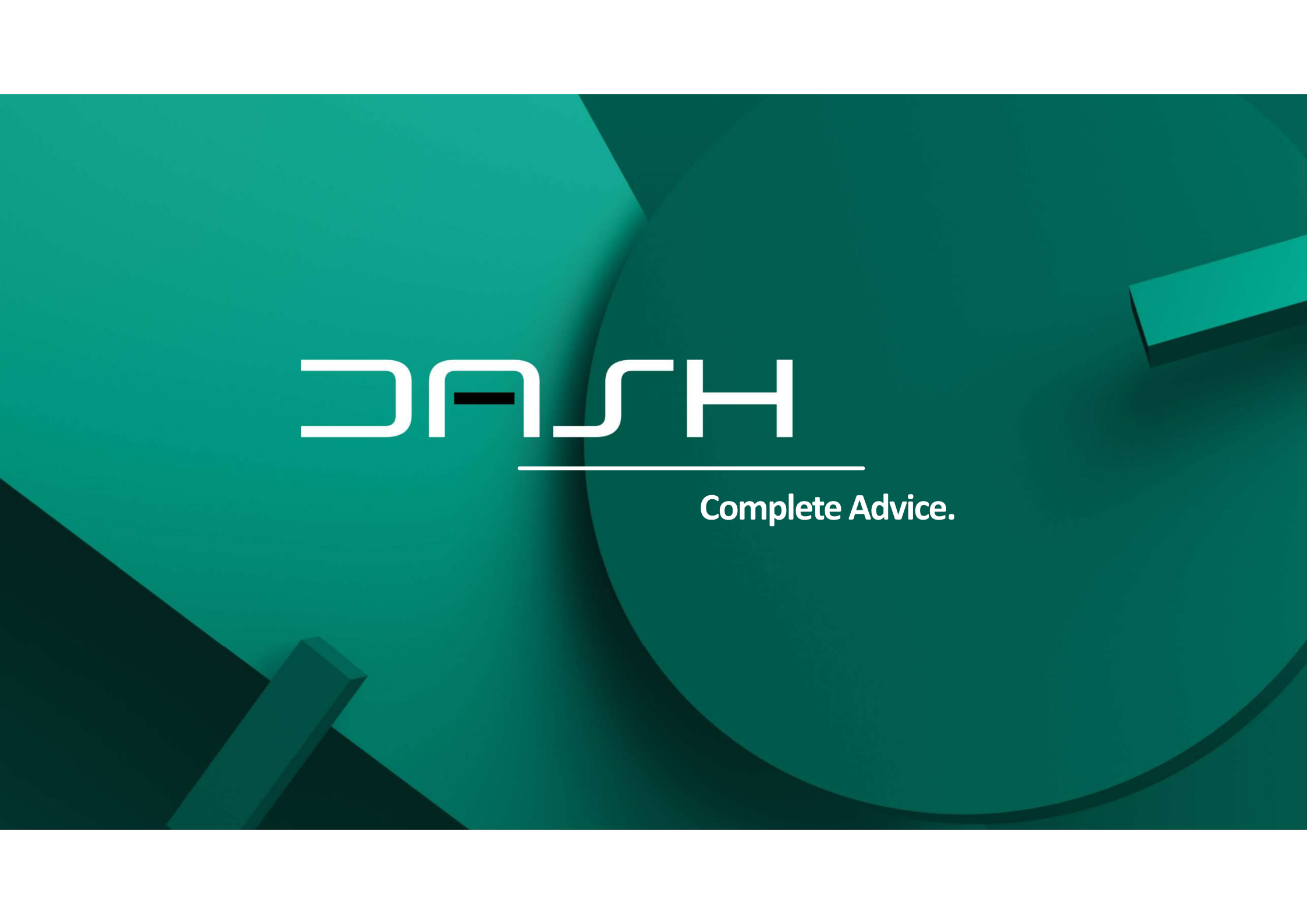


We have used a number of providers in the past, but **DASH** is a standout, providing a complete advice solution, **which we view as the “holy grail” for our practice...**

Their seamless end-to-end software and platform offering covers everything we need in one place, from MDA management, where we run our own models, client data collection, digital SOA's and our CRM.



It's a win for planners.

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Complete Advice.

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